

Amendments to the Specification where added material is shown in underlined type, deleted material is shown in ~~strikeout type~~:

Please delete the "Cross Reference to Related Applications" heading on page 1 and delete the corresponding paragraph below the heading on page 1, lines 5-8.

Please replace paragraph on page 6, starting at line 23, with the following amended paragraph:

With reference now to Figure 1 there is shown a network system 20 of interconnected computer systems including a server-side system 22 and a plurality of client-side computer systems indicated generally at 24. In operation as described below, server-side system 22 is owned and operated by an e-commerce publisher desiring to transmit advertisements to client-side 24 viewers. Server-side system 22 includes an advertising system processor 26 connected to an advertising database 28, a proprietary database 29 and a user interface. Advertising system processor 26 is further connected through a web server 34 and a 30 security firewall 32 to a network such as Internet 36.